Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats-and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print, or, where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, a confidence which will never be vialated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications will be read. Address: The Ad-Visor, The Tribune, New York.

The letter published in your Ad-Visor column of The Tribune of October 15 criticising certain practices and conditions in the moving van and storage business in this city is particularly interesting.

I write this letter to you as a reputable moving van concern of this city, and I wish to present some obvious facts which have apparently escaped Mr. Morgan and yourself.

It is a fact that the public often have opportunity for criticism of some moving van concerns. I would like to state, however, that in many cases where such criticism is made the people who make it are themselves to blame. The reason is this. Many people who want moving and storage service visit possibly half a dozen or more moving van and storage concerns, with the idea of getting this work done at the lowest possible price. That is their privilege. In this pilgrimage which Mr. Morgan has evidently taken in a search for a moving van concern, he overlooked the fact that there is something in the way of integrity and of honesty and square dealing which as a rule cannot be expected by the consumer who looks entirely at the price and who neglects these important factors of service in his search for cheapness.

cheapness.

If Mr. Morgan, or any user of moving van service, instead of if Mr. Morgan, or any user of moving variety of concerns without shopping around promiscuously among a variety of concerns without regard to their credit or their responsibility or their capacity to do the work well, would consider who can do this job the best, then he would get a moving van concern which would give him good service at a reasonable price and which could be relied upon to give him satisfection.

faction.

The public are often in fault for allowing themselves to be governed entirely by the price of the lowest bidder. If Mr. Morgan wants good moving service he can easily pick out one of the many reputable concerns in this city who will give him a satisfactory job and a fair

price.

If, however, he resorts to the usual procedure of matching prices, he is bound to have trouble and probably cause for complaint, for the motto of the lowest bidder usually is "Let the Buyer Beware."

A. B. YETTER.

To this the Ad-Visor has nothing to add. Common sense, clearly set forth, needs no commentary.

Isn't Robinson's ad, the best example of multum in parro in foolish and dishonest advertising that you ever saw? H. A. Just about. Here is the advertisement:

ROBINSON'S PATENT BARLEY

The Only Infant Food

Can any reader produce another example which so thoroughly combines brevity, mendacity, and ineffectiveness?

I have been reading your column with a great deal of interest and to a great extent agree with your campaign to eliminate the bad advertising from the columns of the daily press. But why not apply the same rule to all? Why not (to change around the old adage) cast out the mote, so there would be no comeback in getting rid of the beam? The theatrical ad that was so freely discussed and to whose elaborate statements there seems to have been considerable exception taken, probably did make statements that could have been proved to be over exargerated.

exaggerated.

But let us turn to page 9 of the same edition of The Tribune and look over the ad of the W. L. Douglas Shoe Company. In one of the paragraphs this advertisement states that "W. L. Douglas \$4.00 Shoes are just as good for style, fit and wear as other makes costing \$6.00 to \$8.00. The only perceptible difference is the price."

I'll admit the part as to the style and the fit for the first few weeks, but I'll be hanged if any one can cram down my throat the fact that a \$4.00 shoe of any firm's make will out-last or wear as long as an \$8.00 shoe

shoe.

Now, candidly, which pair of shoes would you bet on if a test were to be made? Would you be willing to place your money on the \$4.00 pair or a pair of the \$8.00 ones from a good, reputable concern?

W. W. JOHNSTON.

This criticism was forwarded to the W. L. Douglas Shoe Company for comment, and the following reply was received from one of the

Mr. Adams's correspondent is a little unfair in that he says "W. I Douglas \$4.00 shoes are just as good," etc. By referring to to-day's advertisement in your paper you will note that the paragraph reads "W. L. Douglas \$4.00, \$4.50 and \$5.00 shoes are just as good for style, fit and wear as other makes costing \$6.00 to \$8.00. The only perceptible difference is the price." This statement is the result of comparison of W. L. Douglas have at the statement in the result of comparison of W. L. Douglas have at the statement in the result of comparison of W. L. Douglas have at the statement in the result of comparison of W. L. Douglas have at the statement in the result of comparison of w. L. Douglas have at the statement in that he says "W. L. Douglas have at the statement in that he says "W. L. Douglas have at the statement in that he says "W. L. Douglas have at the says and the says "W. L. Douglas have at the says and "Y. Douglas have at the says "Y. Douglas have at the sa tible difference is the price." This statement is the result of comparison of W. L. Douglas shoes at these prices with other shoes at the higher prices, and I am willing to put W. L. Douglas \$4.00 shoes against any \$5.00 shoe on the market for style, fit and wear, just as the advertisement says, or any \$5.00 shoe against the average \$8.00 shoe for style, fit and wear. It is true there is sometimes a difference in workmanship and finish. Any experienced shoe man will tell you that finish, however, covers a multitude of sins.

FRANK L. ERSKINE.

It has long been a pet theory of the Ad-Visor's that \$10 gold pieces are seldom to be had for \$5. Nor are \$8 shoe values ordinarily obtainable at \$4.00, or even \$5, to adopt Mr. Erskine's interpretation of the advertising. To the public this advertising says by implication, "When you pay \$6.00 or \$8.00 for another firm's shoes you are wasting your money and letting the dealers get the best of you." Further, the advertisement says "The only perceptible difference is the price." Mr. Erskine admits that "there is sometimes a difference in workmanship and finish." Perhaps workmanship and finish are not perceptible. If so, it is difficult to perceive the value of them. The fact is that the Douglas advertising man, in not being content to stick to his last and offer a first-class four dollar shoe value for four dollars, which is all that the public has any right to expect, has fallen into the snare of the comparative. He is attempting to persuade the public that they are either getting more than they are entitled to when they deal with Douglas, or less than they are entitled to when they deal with some one else. In so doing he is a little less than fair both to his public and to his competitors.

I have been pleased to note that you have turned your attention to the battle between the Health Department and the nostrum mongers. We note the appearance of Foster Milburn's offensive letter and Mr. Copper mith's remarks with your comment. I am inclosing a copy of the letter which we are sending to all firms mailing us this letter or similar circulars. We have thus far sent this letter to the Foster-Milburn people, to Dr. Kilmer & Co., the manufacturers of the notorious Swamp Root, and to Smith, Kline & French, the purveyors of Dr. Hand's Remedies. We believe that printing this letter will be of value, as it will suggest to other pharmacists the proper disposal of such epistles as these. I have been exceedingly gratified at noting the good work your department has done in opening the eyes of the lay public to the medical frauds.

Chairman Board of Health Relationships Committee of The Bronx County Pharmaceutical Association.

It is with the greatest satisfaction that Mr. Zagat's straight-from

It is with the greatest satisfaction that Mr. Zagat's straight-fromthe-shoulder letter to the patent medicine makers who have sought to induce New York druggists to ignore the Board of Health regulations is reproduced:

produced:

Smith, Kline & French Co., 105 Arch Street, Philadelphia, Penn.

Gentlemen: Your kind letter of the 28th inst. at hand. We feel, however, that we shall not have to avail ourselves of your kind offer to protect us in breaking the law. We believe that an honest effort on the part of an honest public official to protect the public should be encouraged, and we shall do all in our power to aid Dr. Goldwater in his endeavorn to clean up medicine. It appears to us that no manufacturer producing an honest product should be averse to obeying Dr. Goldwater's regulations. The fact that your firm is opposed to handing over to the Health Department a statement of the ingredients of your preparations—please note that the formula is not required—is strong presumptive evidence that the claims you make for these preparations are false. That you are afraid of revealing the nature of your preparations to your competitors is absurd. There is no preparation on your list that cannot be matched or bettered by one in the National Formulary or the United States Pharmacopæia. The sale of your preparations, and of others like them, depends on advertising and not on therapeutic value.

In conclusion, permit us to state that we certainly shall not sell any preparation after December 31 that does not comply with the regulations of the Department of Health, that we shall do all in our power to induce other pharmacists to do the same, that we heartily approve of these regulations because of the safeguards which they give the public against the predatory preprietary promoters, and that we heartily disapprove of the stand that your company is taking in this matter.

Yours very sincerely.

ZAGAT DRUG & CHEMICAL CO.

Signed) Mendel Zagat.

(Signed)

What is true of the Smith, Kline & French Co.'s secret preparations is true of practically all secret nostrums. The secrecy is but a pretence, a "bluff." It is reduced to the lowest terms of absurdity by the clear logic of Mr. Zagat's professional and expert knowledge.

MORGAN BARRED AID FOR MORSE, SAYS MELLEN

Forced New Haven to Refuse Half of Steamboat Stock, He Asserts.

BREAK WITH HIM, BANKER'S ORDER

Railroad's Policy of Buying Trolley Lines Urged by Himself, Ex-President Testifies.

Judge and lawyers confessed yesterday in so many words, and the jurymen by looks, that the evidence in the New Haven case was getting so complicated they were at a loss to know what it was all about or where it was leading. This situation became so acute that Judge Hunt called a halt, and it was decided to prepare written statements of part of the evidence in place of a further attempt to make it com-

Even Charles S. Mellen, of unfailing memory as to all New England trans- Lucrative Job Waits Barnard Girl portation history, said: "I am all twisted about this matter."

government sought to make good its streets and parks of New York is the charge that the eleven former New wage offered to any strong, willing and Haven directors conspired to build up capable Barnard girl desirous of work-Haven directors conspired to build up an unlawful monopoly of New England transportation had to do with the deals involving five different Metropolitan steamship companies. The interruption came as the government attorneys were struggling to present an intelligent story of these transactions.

"The magnitude of this case is tremendous" exclaimed Judge Hunt, "Its capable Barnard girl desirous of working her way through college. A prospective employer yesterday sent a postal to Paul C. Holter, secretary of the Students' Employment Bureau, at Columbia, asking for an applicant. Many students are on the lookout for winter work of one kind or another and many are already occupied with various forms of seasonal occupations. Two students recently qualified as house painters, while two others successfully decorated the interior of a

mendous," exclaimed Judge Hunt. "Its intricacies seem to multiply. Now, gentlemen, let us see if we can't come to some better understanding of this Metropolitan situation, some better way to know the difference between

these five companies." There followed a conference as to what should be done, and finally it was agreed that both sides get to-

gether on a written explanation. Aid to Morse Refused.

A few facts stood out fairly plain in the presentation by R. L. Batts. chief government attorney, of the Metropolitan matter, while he was allowed to go on with it. He showed that the particular Metropolitan line over which Charles W. Morse had control went into the hands of a receiver and that refuse Morse's plea for aid.

"Don't you have anything to do with him," Mellen said Morgan told him. E. G. Phinney Company and the Angel He explained to Morgan that Morse Forwarding Company, thought his wife was offering them haif the Metropoli- was mentally unbalanced and hired Dr. tan stock if they would take up the Menas S. Gregory, present head of the job of rehabilitating the line.

With the stipulation that the evidence be accepted on this basis the government attorneys were allowed to begin putting in the trolley line evidence, starting with the acquisition of the Fair Haven & Westville Railroad Company. When asked if he recalled the directors' meeting at which it was broached, Mellen said:

"I remember it distinctly because Mr. Miller said that he did not object to the acquisition of that particular trolley line, but he did object to the adoption of a policy of trolley line acquisition in general.

"I told them then that it was the time to settle the question, that we ought to buy the hest there was of the trolley lines or sell out what we had it was my judgment that the New Haven Railroad should furnish all classes of transportation demanded by the public. I was in favor of taking over the trolleys. I recommended as a policy that we either ought to adopt a comprehensive scheme to give all kinds of transportation or get out and confine ourselves to the railroad business."

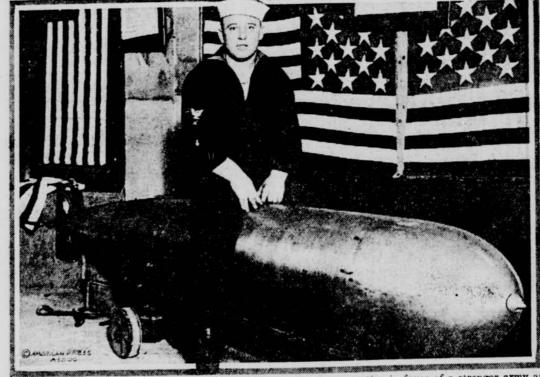
GUILTY OF CONTEMPT

Fined \$500 for Refusal to Discover the Old Guard, commanded by Colonel Ardolph L. Kline, acted as special escort to the officers of the Military Athletic League and their guests of the acquisition at Trial.

Denver, Nov. 15.—Judge Ben B. Lindsey, of Denver's Juvenile Court, was the guilty of contempt of court and fined \$500 and costs by Judge John A. Perry in the District Court here to day. Thirty days were allowed for an appeal. The case grew out of Judge Lindsey's refusal to disclose information in the trial of Mrs. Berta Wright on a charge of murder.

Judge Lindsey claimed the information charging the found of the Chirch and their guests of the standard whale being the court and the murder of his father because of an alleged confession made at his mother's trial still its pending in the Juvenile Court. Mrs. Wright was proved the confession of Neal Wright, twelve years old, during the rail still its pending in the Shut-In Society will be held to
RECTOR'S Cabaret Broadway.

"PREPAREDNESS," AT THE MILITARY LEAGUE TOURNAMENT.



one of the exhibits at the demonstration in favor of a stronger army and navy in Madison Square Garden. Jackie astride a Whitehead torpedo,

25 CENTS TO WHEEL BABY

who Wants to Earn Education.

Twenty-five cents a day for wheeling The evidence yesterday by which the a seven-months-old baby about the

cessfully decorated the interior of a church. A greater number are cleaning furnaces, while more are tending furnaces, while more are tending furnaces in conjunction with waiting at esting, and was convincing at least to in many apartments.

HE HIRED ALIENIST, SO DID HIS WIFE

Phinneys Parted and Reconciled Thaw Trial Experts Called, They Quit Again.

Love may laugh at locksmiths, if he still finds those respectable craftsmen Thaw alienists obtrude themselves into one marital squabble his sense of by Police Commissioner Arthur Woods. humor deserts him and he resigns at once. J. Pierpont Morgan ordered Mellen to hired the alienists, lost their love and drill by Troop K, 5th Cavalry, U. S. A., are now suing each other.

Mr. Phinney, who is president of the time Jerome witness in the Thaw trial, displayed a grade of intelligence which seemed to the audience nothing less than extraordinary. They wheeled and the light cease. In a dazed, incoherent manner the man said that he was Percival B. Fasterment than extraordinary. They wheeled and the light cease. Bellevue pschopathic ward and one-"Well," Mr. Morgan said to me," time Jerome witness in the Thaw trial, Mellen testified, "'you leave him entirely alone. Either break with him or upon Mrs. Phinney engaged Dr. Carlos

method by the service of the cover large of the cov

ROAR OF GUNS FILLS GARDEN

Tournament of Military Athletic League Opens at Madison Square.

"Is America ready for war?" This is a question which a military tournsment, continuing all the week at Madison Square Garden, under the auspices of the Military Athletic League, pro tion last night was extremely interesting, and was convincing at least to one of the 2,000 present, who was overheard to remark: "After seeing this i am positive we are prepared for war n Madison Square Garden!"

Twelve events were on the programme for the opening night, and regclars and militia from every branch of the service helped to make the entertainment diversified. Without exception the events were run off with precision, and to judge from the applause the programme was well received. In the absence of Mayor so ludicrous. When, however, two Mitchel, who was to have opened the

The number which apparently aroused the most enthusiasm was a saddle drill by Troop K, 5th Cavalry, U. S. A., a detachment of fifty men from Fort Myer, Va., under command of Captain Frederick D. Kilgore. This troop of highly trained regulars moved about the tanbark in a maze of intricate figures with astonishing rapidity and accuracy, and the educated animals displayed a grade of intelligence which Mr. and Mrs. E. G. Phinney the most enthusiasm was a saddle

ciety for Improving the Condition of the Poor, will make an address. A luncheon will be served at noon,

and during the afternoon presidents of the various branches will report on the advancement of the work in the last year. All friends of the society will be welcomed at the meeting.

FIND NAKED ADAM IN BASEMENT EDEN

Girl Theatre Ushers Hide Faces While Firemen and Police Overpower Intruder.

o'clock last evening.

"There's a man naked as Adam over there near the furnace. Sure, I just discovered him in making my rounds to see if the building is safe." Business of ushers running back upstairs and Fireman Barry searching for a blanket. "Perhaps it's the bass fiddle player taking a shower," he mused as he enveloped the stranger and yelled to the girls that they could come on down. The man in the blanket became vio-

Mellen testified, "'you leave him entirely alone. Either break with him or break with me.'"

Mellen broke with Morse, who at that time was in the Tombs facing the trial which resulted in sending him to Atlanta prison.

Passing from this Metropolitan Passing from the F. Macdonald, another state witness in the audience nothing than extraordinary. They wheeled and the would like to telephone to his wife circled with precision, and when they c

ORCHESTRA, OVER 100 PERFORMERS and 50c Eves, 50c 50c 15c 51 and KNICKERBOCKER THEATRE, B'say &

HOCHSTEIN TOWN TOPICS McCORMACK Thrilling Milliary Eves & P.M. Exhibition Modern Soc. TOURNAMENT

HEGEDUS

CARNEGIE HALL, THIS AFTERNOON, AT 3. Loew's American Roof 42 M. A sth Are. Gathering in Brick Church.
The thirty-fourth annual meeting of BLOOMFIELD ZEISLER

WESTON & LEON, JARROW, ALL SEATE BIXLEY & LEONER, 10 others. HESERVED.

Englished Head Comfortable 186, 386 50c.

the Shut-In Society will be held to
STEINWAY PIANO. (Mgt. Wolfsohn Bureau.)

AEOLIAN HALL, Sat. Aft., Nov. 20, at 3.

BAUER AND CASALS

BAUER AND CASALS

BAUER AND CASALS RECTOR'S Cabaret Broadway BAUER St. Mgt. Loudon Chariton. Mason & Hamitin Plano. Columbia. Tree trains a 18th St. Mgt. Loudon Chariton. Mason & Hamitin Plano.

SING SING LEAGUE NIPS GRAFT PLOT

Convict Head of Clothes Store Accused by Welfare Court Judge.

INMATES ABOUT TO QUIT, SCHEME'S PREY

Victim Says He Paid \$2 To Be Fitted Out in Style When Term Expires.

Theodore Grant, a ten-year convict at Sing Sing, who until a day or two ago was in charge of the State Shop at the prison, will be placed on trial this morning before the Mutual Welfare League Court, charged with extorting \$2 from Robert Gray, another convict, on the promise that he would fit Gray out in an expensive suit of clothes when Gray leaves the prison at the expiration of his term on Fri-

Last night when Spencer Miller, sec-retary to Warden Osborne, was told that the facts had become public he said a prisoner had been detected by a judge of the Mutual Welfare League morrow, at 10:30 a. m., in the lecture room of the Brick Presbyterian Church, the convict would be called to account Fifth Avenue and Thirty-seventh Street. Miss MacKenzie, of the Co-

company.

The State Shop is the prison department in which are stored the clothes worn by men when they reach the prison to begin terms. The shop, like several other prison departments, is in charge of a convict, supervised by a keeper. a keeper.

"Halt!" shouted Fireman Patrick J.
Barry to the young women ushers at the New York Theatre, Broadway and Forty-fourth Street, who were descending to their dressing rooms in the cellar to don their uniforms at 6:45 o'clock last evening.
"There's a way paked as Administration of the transfer of the strength of the converted of the converted of the transfer of the strength of the converted of the transfer of the strength of the converted of the transfer of the strength of the converted of the conv vict and the transfer of the supervis

Gray Tells of Deal.

ing keeper.

Following that action, Grant was placed in charge. For a time the graft rumors ceased, but in the last two weeks they again became current. A close watch was kept on the department and the grafting from Gray discovered

The story told by Gray when called

PALACE
BY KEITH'S
PALACE
B'WAY 47 ST.
Delly Mat 25 to 51.

COLONIAL
Mats. Daily 25c.

MAT. C. GOODWIN to
Paul Armstrone's "In a
Faul Armstrone's "In a
GUNNING, "The Bride
Shop." "Cranberries." Ac.
GRACE LA RUE.
Percy Hawrell & Co.,
Vanderbilk & Moore, Ernest Evans & Co.

TRIANGLE PLAYS

Katherine Kasterd in The

Syd Chaplin, Jordan La Syd Chaplin, Jordan La Road, with Derethy Gish

WEBER'S THEATRE B'way &

TWILIGHT SLEEP Printer

VITAGRAPH TO DAY at 2 TO AS TO

THE BATTLE CRY OF PEACE

into conference and told that he could do himself no injury but do the prises a great service in helping to stamp sat the practice is that he told Grant he was to leave the prison Fridaw.

"I want you to fix me up with a decent looking suit of clothes," Gray raid he told Grant.

he told Grant.

"I will if you 'come across," he alleges Grant replied.

Five dollars was the price first saked, but after some dickering \$2 was agreed on. Gray says he picked out a high grade suit.

After Gray had finished his story Grant was sent for. When searched \$20 was found in his possession. Money in Sing Sing is contraband and the amount found on Grant was confacted. He was locked up and deprivation of all privileges of the Mutual Welfan League.

of all privileges of the Mutual Welfan League.

Mr. Miller last night was surprised that the facts had leaked out. He said the detection of the grafter was the work of a judge of the Mutual Welfan Court. He added that he had not attime to make a thorough investigation of the matter, but felt that the Welfan Court would see that just punish ment would be meted out to the offender.

Grand Jury Sing Sing Inquiry Nearing End So fast has the Westchester County

Grand Jury at White Plains been conducting its inquiry into discipline, felonies and the general conditions at
Sing Sing Prison during the last ter
months that it is believed it will be
ready to report its findings to the
court within the next ten days.

District Attorney Weeks had six witnesses before the jury yesterda,
Warden Osborne did not appear at the
prosecutor's office, but Principal Keeper Dorner was in the jury room far
more than half an hour. The conrict
called were George Evans, Peter Oillen, John Jasper and a mysterious secalled "John Doe," an inmate of Sing
Sing, but whose name the District Attorney refused to reveal. It is expected that during the last of this
week the grand jury will go in a
body to Sing Sing to make a thorough
inspection of every department and to
talk with some of the inmates. ducting its inquiry into discipline, fel-

There are well made and up-to-date suits of good material in the shop, as well as the shoddy and cheaply made clothes of the men from the underworld. When a prisoner arrives at the institution his clothes are taken from him and after disinfection, dry cleaning and pressing are sent to the State Shop, to be used by prisoners as terms expire. Therefore, a man wearing a cheap suit may, on release, be found to be the same size as a grafting politician or bank defaulter, and will get the high grade suit of such convict.



NEW YORK'S LEADING THEATRES AND SUCCESSES WM. GILLETTE "SECRET SERVICE." Ex 8 15 Mathew To more 3001 Rose ETHEL BARRYMORE "OUR MRS.

MeCHESNEY."

GAIETY Broadway, 45 St. Erenings 9-20.

Mats. To-m'w (Pop.) & Sat. 2-20.

YOUNG AMERICA BACK HOME" FROM IRVIN COBB'S
"JUDGE PRIEST" STORIES.

HUDSUL, West 41th Street, Evenings at 8:15.
Mats. To-morrow & Sat. 2:15

LEO DITRICHSTEIN UNDER FIRE LIBERTY WEST GI ST TWICE DAILY, INCL. SUNS Last 2 Weeks of D. W. GIGANTIC PHOTO SPECTACLE **ROLLING STONES** Ev. & Sat. Mat. 25-50-75-51-Other Mats. 25c, 50c & 518 ASTOR B'WAY, 45 ST. Evs. 8 20, Bryant 287,
Mats. To-mor'w (Pop.) A Sat. 2 20,
BELASCO West 4th Street, Evenland Belasco West 10 Street, Evenland Belasco West 10 Street, Evenland Belasco West 10 Street, Evenland Belasco

ASTOR BWAY, 45 ST. Ben. 8:20, Bryant 121,

Geo. M. Cohan's Great American Farce,
HIT-THE-TRAIL HOLLIDAY,
With FRED NIBLO as "BILLY HOLLIDAY,"

CANDLER WEST 42 ST. BRYANT 6544,
Mais. TO-MONW (Pop.) A Sat.
THE HOUSE OF GLASS
With Mary Ryan & the Great All Amer'n Cast.
Orch. 32, 31:50, 500 Seats 1st Bale. 50c, 15c 51,
CANDLER THEATRE, SPECIAL MATINER,
TO-DAY LADA DANCES assisted by
SYMPHONY ORCH.
GLOBE Broadway and 46th St. Even. 8:15,
Mais. To-morrow & Sat. 215,
MONTGOMERY & STONE

CHIN

C

HIPPODROME 44th St. Then Just W of B'my This WE Coly. HARRYLAUDER BAHY M'g'm't Charles Dillingham
Mat. To-day, 25c-59c-75c-81.00.
Ev & Sat. Mat., 25-50-75-1.00&\$1.50
GREATEST SUCCESS
LOWEST
10 Musical Comedies
in One-1000 People. PLAYHOUSE 18th, E of B say, Em 1 to GRACE GEORGE in THE LIARS FRI. EVG.—Only Performance This Week.
THE NEW YORK IDEA. COMEDY, Ers. \$ 15. Mrs. To day Sat A Thacker to Beat Comedy in HOBSON'S CHOICE Town."—Ex World. 48TH ST. Theatre, E. of B'way Erg. 1 Mats. Thurs. Sat & Thanks THE ETERNAL MAGDALENE LYRIC Theatre, 41d. W. of B'way, Esp. 32. Mats. To-m's, Sat & Charles's, 224. LEXINGTON Sist & Let. Ave. Evs. 25e to \$1. ABE AND MAWRUSS STANDARD B way 4 90th St. Em 25e to \$1.
Mail To day 25e A 50c. "KICK-IN" With Richard
B. F. KEITH'S NAT. C. GOODWIN to "POTASH AND PERLMUTTER."

ALONE AT LAST MAXINE ELLIOTT'S. Mis To mis Sat ATTACHTE

True. QUINNEYS' Secretal Country

To Sat ATTACHTE

True. THE UNCHASTENED WOMAN SOTHERN VIRTUES

THE BLUE PARADISE PRINCESS Park Street, East of Broadset,

GERALDINE FARRAR CARMEN 256. 4 500 MANHATTAN TO SIGH TOFALOS VS.

LINOW TOFALOS VS. HEVONPAA colian Hall, THIS AFTERNOON AT \$

SONG BELIZABETH GUTMAN THEATRE FRANCAIS, 19 West 44th 82 Fee C.2. Mais. Thurs. A. Sat. 2 20. Phone 9659 Brands of the West West West Washington West Madere Merital Control of the West Washington Per La Selation.

IRVING PLACE THEATRE.

Strand Board to 11 July PAULING PREDERICK B. PREDERICK B.